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Retail

National Mango Board expands retail resources

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Enhanced features in the National Mango Board's retail arsenal include sales trend data, handling and merchandising tips and updates to its Mango Category Retailer Toolkit.

The features, designed for retailers to increase mango movement, are available in the retailer section of www.mango.org.

"We hear directly from retailers across the U.S. that they are hungry for information and resources to help them build their mango business, and we strive to give them the tools they need," said Wendy McManus, director of marketing for the Orlando, Fla.-based National Mango board, in a news release.

The board worked with The Perishables Group, West Dundee, Ill., over the past two years to compile the data.

The Perishable Group's research shows the mango is the backbone of the tropical category — comprising 37% of sales.

The Mango Category Retailer Toolkit also provides consumer demographics, merchandising practices and promotional strategies to give retailers a well-rounded view of the mango marketplace.

The board also offers Mango Handling Quick Reference Sheets, with a version specifically designed for retail stores and warehouses. It offers best practices for both stages in the distribution system and mango basics for store-level employees.

Enhancements also include a Maturity, Ripeness and Defects guide that offers quality assurance personnel photos and descriptions.

Retailers also can contact account managers for more information about the enhanced toolkit.

For more information, or to sign up for the National Mango Board's quarterly retailer e-newsletter, Mango Maximizer, visit www.mango.org.

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